

BED TAX COLLECTION REPORT - FY15/16

Prepared by the City of Scottsdale Tourism Events Department
September 15, 2015 (Preliminary)

Item 3a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year. As a percentage of 8,997 total hotel rooms in the City as of July 2015. Resort hotels represent 38%, Full Service hotels 25%, and Limited Service hotels 37%. *Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues

FY15-16 (July 1, 2015 through June 30, 2016) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	FY14/15 Bed Tax Collections	FY15/16 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
June	4.5%	\$770,464	\$751,742	-2.0%	-5.0%	22.0%	11.0%
July	3.6%	\$606,581	\$686,517	13.0%	35.0%	15.0%	6.0%
August	3.7%	\$633,261					
September	5.5%	\$939,775					
October	7.5%	\$1,278,397					
November	8.5%	\$1,443,948					
December	6.0%	\$1,031,086					
January	13.3%	\$2,271,788					
February	12.6%	\$2,158,027					
March	16.8%	\$2,869,673					
April	10.6%	\$1,806,673					
May	7.4%	\$1,256,091					
Year to date	100.0%	\$17,065,764	\$1,438,259	4.0%	12.0%	19.0%	8.0%

Table 2

Monthly Bed Tax Collections By Hotel Classification

FY15-16 (July 1, 2015 through June 30, 2016) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,449 Rooms	% Change from FY14/15	Full-Service Hotels 2,229 Rooms	% Change from FY14/15	Limited-Service Hotels 3,331 Rooms	% Change from FY14/15
June	\$378,858	-7.9%	\$177,065	-0.6%	\$177,313	12.8%
July	\$353,411	16.6%	\$147,268	2.7%	\$141,826	2.3%
August						
September						
October						
November						
December						
January						
February						
March						
April						
May						
Year to date	\$732,269	6.4%	\$324,333	2.5%	\$319,139	7.9%
	53.23%		23.58%		23.20%	

Table 2 report does not include late payment or adjustments

**City of Scottsdale
Tourism Program Proforma
September 15, 2015**

Item No. 3b

	2012/13 Actuals	2013/14 Actual	2014/15 Estimate	2015/16 Estimate
Bed Tax Revenues	\$ 13,851,417	\$ 15,303,126	\$ 17,047,041	\$ 16,928,000
Princess Lease Revenues	1,439,195	1,653,202	1,650,000	1,600,000
Event Notification Banner Revenues	10,800	10,453	16,300	11,000
Event Survey Revenue	-	6,075	7,700	-
Trolley Sponsorship Revenues	70,207	-	-	-
TOURISM REVENUES	15,371,619	16,972,856	18,721,041	18,539,000
EXPENSES				
Destination Marketing (50% of bed tax revenues)	(6,925,708)	(7,651,563)	(8,523,524)	(8,464,000)
General Fund Allocation, maximum of \$1,500,000	(1,500,000)	(1,500,000)	(1,500,000)	(1,500,000)
Multi-year Commitments for Capital Projects				
• WestWorld debt service (started FY06/07, 80-acres)	(600,000)	(600,000)	(600,000)	(600,000)
• TNEC Equestrian Center debt service (started FY12/13)	(588,503)	(1,200,000)	(1,200,000)	(1,200,000)
• Museum of the West debt service (started FY14/15)	-	-	(432,858)	(900,000)
• TPC renovations debt service (started FY14/15)	-	-	(513,413)	(900,000)
• DDC debt service (TDC reserved \$600k/yr March 20th, 2012--council has not taken action)	-	-	-	(600,000)
• Uncommitted (based on projected revenues)	-	-	-	(2,175,000)
Total Capital Projects	(1,188,503)	(1,800,000)	(2,746,271)	(6,375,000)
One-time Commitments (available for all categories except General Fund and Marketing) maximum of \$500,000:				
• Marshall Way Art Project (Council approved 5-14-13 budget)	-	(150,000)	-	-
• World Food Championship (Council approved 07-01-2014)	-	-	(18,698)	-
• Tonto Forest Tour Operators (Council approved 7-2-2014)	-	-	(30,000)	-
• International Visitor Committee (Council approved on April 28, 2015)	-	-	(75,500)	(75,000)
• Taste of the NFL (Council approved 10-21-14)	-	-	(71,016)	-
• Rugby Bowl (Council approved 10-21-14)	-	-	(65,000)	-
• PRCA Championship Rodeo-2015 (Council approved 02-03-15) 2nd year of funding	-	-	(75,000)	-
• Baseball City (council approved 2-17-15)	-	-	(75,000)	-
• Event Venue Fee FY15/16	-	-	-	(200,000)
• Uncommitted	-	-	-	(225,000)
Total One-time Commitments	-	(150,000)	(410,214)	(500,000)
Event Retention and Development, maximum of \$1,200,000:				
New Event Development Program (unallocated)	-	-	-	(44,006)
Fiesta Bowl (20 yr agreement since 2006)	(265,717)	(276,346)	(287,398)	(298,896)
College Championship Game (Council approved 08-25-15)	-	-	-	(250,848)
AZSBHC Sponsorship Super Bowl (3 year commitment thru FY14/15)	(215,280)	(215,280)	(215,280)	-
Competitor Group Marathon Series (barricades,public safety, st, maint)	(113,550)	(115,512)	(73,585)	(90,250)
Scottsdale Showdown (CC approval 7-01-13)	-	(75,000)	-	-
Horse and Horsepower Polo Event (CC approval April 2013)	(75,000)	(75,000)	(75,000)	-
Baseball Festival	(75,000)	-	-	-
PGA Charles Schwab Cup Championship (council approved 07-01-15) 2 yr agreement	(50,000)	-	(75,000)	(75,000)
PRCA Championship Rodeo-2014 (CC approval 02-25-14) 1st year of funding	-	(75,000)	-	-
Matching Event Advertising Funding Program	(160,022)	(157,232)	(117,756)	(225,000)
Event Notification Program	(15,198)	(10,455)	(16,436)	(16,000)
Event Venue Fee Program	-	(9,057)	(19,324)	-
Community Events Program	(70,000)	(95,000)	(128,000)	(200,000)
Total Events	(1,039,767)	(1,103,882)	(1,007,779)	(1,200,000)
Administrative/Other Professional Services, maximum of \$500,000:				
Administrative Expenses	(246,752)	(294,440)	(290,750)	(367,000)
Tourism Research	(32,061)	(54,667)	(37,655)	(33,000)
5-yr Tourism Strategic Plan	(99,926)	(97,366)	(99,948)	(100,000)
Total Admin/Other	(378,739)	(446,473)	(428,353)	(500,000)
TOTAL EXPENSES	(11,032,718)	(12,651,918)	(14,616,141)	(18,539,000)
CURRENT YEAR UNSPENT (moves to carryover at year end)	\$ 4,338,901	\$ 4,320,938	\$ 4,104,899	\$ -

CARRYOVER BALANCE:				
Beginning Balance	\$ 3,018,292	\$ 7,203,910	\$ 9,245,189	\$ 9,559,984
Additions				
Current year unspent carryover (from above)	4,338,901	4,320,938	4,104,899	-
Uses				
Hospitality Trolley Expenses	(153,283)	(137,910)	(203,918)	-
Hospitality Trolley Marketing	-	-	(30,000)	-
Desert Discovery Phase III (Council approved 4-2012)	-	(60,000)	-	-
Tourism Strategic Plan (Council approved 5-14-13)	-	-	(104,936)	(520,064)
Museum of the West construction (Council approved 4-8-14)	-	-	(400,000)	-
TPC construction (Council approved during FY14/15 budget process)	-	-	(315,000)	-
TNEC construction (Council approved 10-7-14)	-	-	(1,115,000)	-
TNEC art project (Council approved 4-8-14)	-	-	(380,000)	-
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	-	(33,750)	(766,250) *	(1,200,000)
TNEC Equestrian Center (Council approved 3-20-12)	-	(2,048,000)	-	-
ESPN FanFest Scottsdale (Council approved 6-3-14)	-	-	(475,000)	-
Civic Center Mall Design Review Plan	-	-	-	(150,000)
Ending Balance	\$ 7,203,910	\$ 9,245,189	\$ 9,559,984	\$ 7,689,920

* \$366,250 of the Museum Match in FY14/15 is related to matches from the FY13/14 time period but will be paid in FY14/15.



Item 3c

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City of Scottsdale, AZ

For the Month of July 2015

Date Created: Aug 17, 2015

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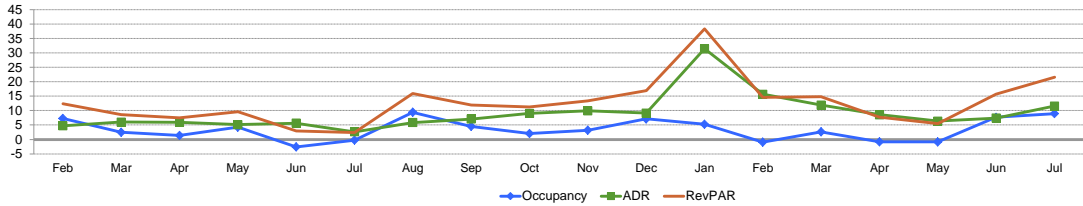


Tab 2 - Trend Scottsdale AZ+

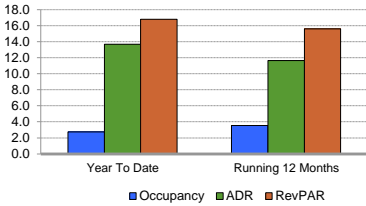
City of Scottsdale, AZ
For the Month of July 2015

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014												2015						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	83.1	88.7	78.3	67.7	55.0	50.4	55.3	60.3	70.2	69.6	58.5	73.7	82.3	91.0	77.7	67.1	59.2	54.9
	Last Year	77.5	86.5	77.2	65.0	56.5	50.5	50.5	57.7	68.7	67.5	54.6	70.0	83.1	88.7	78.3	67.7	55.0	50.4
Percent Change	7.3	2.5	1.4	4.2	-2.6	-0.2	9.4	4.5	2.1	3.2	7.1	5.3	-1.0	2.6	-0.8	-0.9	7.7	9.0	
ADR	2014												2015						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	205.48	230.11	192.55	151.97	111.02	98.39	100.98	142.27	178.14	168.61	152.09	247.40	237.70	257.49	209.01	161.64	119.28	109.78
	Last Year	196.19	217.06	181.66	144.55	105.08	95.84	95.37	132.84	163.39	153.38	139.39	188.27	205.48	230.11	192.55	151.97	111.02	98.39
Percent Change	4.7	6.0	6.0	5.1	5.7	2.7	5.9	7.1	9.0	9.9	9.1	31.4	15.7	11.9	8.5	6.4	7.4	11.6	
RevPAR	2014												2015						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	170.80	204.04	150.74	102.93	61.07	49.56	55.81	85.76	125.00	117.41	89.00	182.24	195.69	234.34	162.32	108.54	70.65	60.26
	Last Year	152.00	187.83	140.28	93.93	59.34	48.38	48.16	76.60	112.33	103.52	76.14	131.76	170.80	204.04	150.74	102.93	61.07	49.56
Percent Change	12.4	8.6	7.5	9.6	2.9	2.4	15.9	12.0	11.3	13.4	16.9	38.3	14.6	14.9	7.7	5.4	15.7	21.6	
Supply	2014												2015						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	358,148	396,459	383,670	396,459	383,670	396,459	377,797	365,610	377,022	364,860	377,022	377,022	340,536	376,929	364,770	376,960	364,800	366,854
	Last Year	357,084	395,343	382,590	395,343	382,590	395,343	395,064	382,320	395,064	382,320	395,064	396,521	358,148	396,459	383,670	396,459	383,670	396,459
Percent Change	0.3	0.3	0.3	0.3	0.3	0.3	-4.4	-4.4	-4.6	-4.6	-4.6	-4.9	-4.9	-4.9	-4.9	-4.9	-4.9	-7.5	
Demand	2014												2015						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	297,692	351,531	300,358	268,523	211,053	199,690	208,794	220,382	264,548	254,054	220,635	277,713	280,358	343,051	283,279	253,118	216,065	201,371
	Last Year	276,653	342,098	295,447	256,914	216,062	199,588	199,513	220,459	271,606	258,032	215,812	277,496	297,692	351,531	300,358	268,523	211,053	199,690
Percent Change	7.6	2.8	1.7	4.5	-2.3	0.1	4.7	0.0	-2.6	-1.5	2.2	0.1	-5.8	-2.4	-5.7	-5.7	2.4	0.8	
Revenue	2014												2015						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	61,170,793	80,892,270	57,833,293	40,806,952	23,431,743	19,648,398	21,084,555	31,353,967	47,127,673	42,836,508	33,556,566	68,707,228	66,640,862	88,331,093	59,208,223	40,913,827	25,772,448	22,107,373
	Last Year	54,275,477	74,255,997	53,670,470	37,136,485	22,703,332	19,128,004	19,028,114	29,285,845	44,376,956	39,576,674	30,082,066	52,244,689	61,170,793	80,892,270	57,833,293	40,806,952	23,431,743	19,648,398
Percent Change	12.7	8.9	7.8	9.9	3.2	2.7	10.8	7.1	6.2	8.2	11.6	31.5	8.9	9.2	2.4	0.3	10.0	12.5	
Census %	2014												2015						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	Census Props	61	61	61	61	61	61	59	59	59	59	59	59	59	59	59	59	58	
	Census Rooms	12791	12789	12789	12789	12789	12789	12187	12187	12162	12162	12162	12162	12162	12159	12159	12160	11834	
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	95.5	98.8	98.8	100.0	100.0	99.0	100.0	100.0	100.0	100.0	98.0	97.2	97.1	

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Source 2015 STR, Inc.

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City of Scottsdale, AZ
For the Month of July 2015

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Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of July 2015

								2013												2014												2015											
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
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Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of July 2015

Currency: USD - US Dollar

Current Month		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2014	Feb	42.1	41.7	0.3	84.1	239.72	244.55	113.28	241.63	100.84	101.92	0.36	203.12	4.2	8.5	-70.3	5.3	11.9	1.4	-34.5	6.6	16.7	10.0	-80.5	12.3
	Mar	55.7	32.2	0.4	88.3	278.89	263.75	125.50	272.69	155.34	85.06	0.49	240.88	-0.4	5.4	-56.9	1.1	8.7	4.2	-54.1	6.7	8.3	9.9	-80.2	7.9
	Apr	46.5	32.8	0.2	79.5	224.98	235.42	99.05	228.92	104.55	77.20	0.23	181.98	6.7	-7.0	-81.6	-0.7	13.2	1.7	-29.6	7.9	20.7	-5.4	-87.0	7.1
	May	40.6	30.0	0.5	71.1	167.21	195.02	51.14	178.12	67.83	58.56	0.26	126.66	1.3	9.8	-68.5	3.0	7.0	2.1	-43.5	5.7	8.4	12.2	-82.2	8.9
	Jun	36.4	20.3	0.2	56.9	126.64	123.85	59.87	125.38	46.06	25.20	0.14	71.39	-6.9	2.9	-87.7	-6.2	8.4	-0.5	-13.2	6.4	0.9	2.5	-89.3	-0.2
	Jul	39.6	12.9	0.0	52.6	114.55	93.80	139.03	109.47	45.37	12.12	0.06	57.54	5.8	-4.5	-97.6	-0.2	4.1	-12.7	179.4	1.9	10.1	-16.6	-93.2	1.7
	Aug	44.0	15.7	0.0	59.7	120.89	98.43	155.50	115.02	53.21	15.42	0.07	68.70	8.1	49.0	-97.7	12.3	9.7	-8.2	270.2	7.4	18.6	36.8	-91.6	20.6
	Sep	33.0	28.8	0.0	61.9	162.75	175.08	147.69	168.48	53.73	50.43	0.07	104.23	-0.5	14.2	-97.6	2.3	14.8	-1.3	208.4	9.9	14.2	12.8	-92.6	12.4
	Oct	36.6	35.0	0.0	71.7	205.08	224.00	130.35	214.28	75.12	78.37	0.05	153.54	4.8	0.4	-97.6	0.4	15.6	6.3	182.4	12.3	21.2	6.8	-93.3	12.8
	Nov	41.7	28.5	0.1	70.2	201.58	208.08	93.76	204.12	84.05	59.22	0.06	143.32	3.3	2.7	-95.7	0.9	16.8	6.3	85.4	13.9	20.7	9.1	-92.1	14.9
	Dec	41.7	18.4	0.2	60.2	191.40	173.92	92.40	185.79	79.78	31.92	0.16	111.86	9.0	6.7	-83.9	6.6	14.8	9.6	67.0	14.6	25.2	17.0	-73.1	22.1
2015	Jan	31.0	44.5	0.1	75.6	286.58	292.29	99.01	289.81	88.86	130.13	0.05	219.04	-10.8	21.6	-82.2	5.5	38.7	30.1	11.3	34.6	23.8	58.3	-80.2	42.0
	Feb	41.3	42.6	0.0	83.9	284.39	285.64	107.11	284.96	117.36	121.60	0.03	238.99	-1.9	2.1	-90.2	-0.2	18.6	16.8	-5.4	17.9	16.4	19.3	-90.7	17.7
	Mar	55.0	36.2	0.1	91.3	330.02	280.90	87.99	310.25	181.52	101.74	0.10	283.36	-1.2	12.3	-71.8	3.4	18.3	6.5	-29.9	13.8	16.9	19.6	-80.2	17.6
	Apr	45.3	35.8	0.1	81.2	254.88	250.54	87.09	252.81	115.51	89.63	0.07	205.21	-2.5	9.1	-66.9	2.1	13.3	6.4	-12.1	10.4	10.5	16.1	-70.9	12.8
	May	40.8	29.9	0.0	70.7	185.54	199.83	80.06	191.50	75.69	59.69	0.04	135.42	0.6	-0.5	-90.6	-0.6	11.0	2.5	56.5	7.5	11.6	1.9	-85.3	6.9
	Jun	38.4	23.4	0.0	61.8	139.62	132.42	83.51	136.87	53.65	30.94	0.03	84.61	5.7	14.9	-86.7	8.6	10.3	6.9	39.5	9.2	16.5	22.8	-81.5	18.5
	Jul	42.6	16.5	0.0	59.1	131.95	112.22	76.82	126.43	56.22	18.46	0.03	74.71	7.6	27.3	-20.3	12.4	15.2	19.6	-44.7	15.5	23.9	52.3	-55.9	29.8

Year To Date														Percent Change (%)											
2013	Jul	41.3	29.0	1.3	71.7	184.09	207.81	120.86	192.52	76.07	60.34	1.62	138.03	3.1	3.8	17.4	3.6	3.0	1.7	90.9	2.9	6.3	5.6	124.2	6.6
2014	Jul	42.2	29.4	0.3	71.9	199.86	213.62	88.85	205.03	84.40	62.74	0.26	147.40	2.2	1.2	-78.4	0.3	8.6	2.8	-26.5	6.5	10.9	4.0	-84.1	6.8
2015	Jul	42.1	32.7	0.1	74.8	234.26	241.31	88.55	237.23	98.55	78.87	0.05	177.47	-0.4	11.3	-80.9	4.1	17.2	13.0	-0.3	15.7	16.8	25.7	-81.0	20.4

Running 12 Month														Percent Change (%)											
2013	Jul	39.4	25.7	1.7	66.8	168.08	195.55	76.81	176.37	66.18	50.29	1.29	117.77	3.7	2.7	75.0	4.4	0.3	0.6	15.9	-0.1	4.0	3.3	102.9	4.2
2014	Jul	40.3	26.7	0.8	67.8	181.71	202.45	55.77	188.30	73.14	54.12	0.47	127.73	2.2	3.9	-49.3	1.6	8.1	3.5	-27.4	6.8	10.5	7.6	-63.2	8.5
2015	Jul	41.0	29.5	0.1	70.6	210.38	221.53	99.90	214.95	86.17	65.42	0.06	151.66	1.8	10.5	-92.6	4.0	15.8	9.4	79.1	14.2	17.8	20.9	-86.8	18.7

A blank row indicates insufficient data.

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Tab 5 - Seg Trend Raw Scottsdale AZ+

City of Scottsdale, AZ

For the Month of July 2015

Currency: USD - US Dollar

		This Year								Last Year									
		Supply	Demand				Revenue				Supply	Demand				Revenue			
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2014	Feb	212,884	89,554	88,722	678	178,954	21,467,848	21,696,792	76,804	43,241,444	211,596	85,390	81,296	2,268	168,954	18,285,402	19,608,678	392,087	38,286,167
	Mar	235,693	131,281	76,008	917	208,206	36,612,879	20,046,925	115,080	56,774,884	234,267	131,008	71,654	2,114	204,776	33,600,187	18,136,175	578,578	52,314,940
	Apr	228,090	105,994	74,796	523	181,313	23,846,494	17,608,710	51,802	41,507,006	226,710	98,777	79,963	2,824	181,564	19,637,438	18,502,606	397,401	38,537,445
	May	235,693	95,615	70,775	1,205	167,595	15,988,186	13,802,795	61,625	29,852,606	234,267	93,806	64,047	3,800	161,653	14,666,183	12,230,955	343,692	27,240,830
	Jun	228,090	82,949	46,401	518	129,868	10,504,759	5,746,935	31,013	16,282,707	226,710	88,588	44,803	4,186	137,577	10,352,840	5,574,999	288,791	16,216,630
	Jul	235,693	93,344	30,454	98	123,896	10,692,503	2,856,556	13,623	13,562,683	234,267	87,688	31,695	3,991	123,374	9,651,678	3,405,223	198,613	13,255,514
	Aug	217,031	95,526	34,006	96	129,628	11,547,735	3,347,167	14,957	14,909,859	234,236	95,362	24,625	4,574	124,561	10,509,528	2,641,436	192,152	13,343,116
	Sep	210,030	69,341	60,495	104	129,941	11,284,967	10,591,461	15,430	21,891,858	226,680	75,239	57,149	4,720	137,108	10,662,617	10,137,086	226,056	21,025,759
	Oct	216,256	79,218	75,662	80	154,960	16,245,842	16,948,335	10,470	33,204,647	234,236	81,846	81,586	3,662	167,094	14,520,756	17,187,567	169,009	31,877,332
	Nov	209,280	87,254	59,558	136	146,948	17,588,980	12,392,991	12,751	29,994,722	226,680	91,459	62,842	3,441	157,742	15,788,975	12,302,867	174,052	28,265,894
	Dec	216,256	90,145	39,693	367	130,205	17,253,339	6,903,604	33,910	24,190,853	234,236	89,549	40,297	2,464	132,310	14,930,267	6,392,419	136,307	21,458,993
	2015	Jan	216,256	67,055	96,278	118	163,451	19,216,920	28,140,940	11,683	47,369,543	235,693	81,916	86,275	724	168,915	16,920,245	19,375,701	64,380
Feb		195,328	80,607	83,155	61	163,823	22,923,575	23,752,266	6,534	46,682,375	212,884	89,554	88,722	678	178,954	21,467,848	21,696,792	76,804	43,241,444
Mar		216,256	118,950	78,326	237	197,513	39,255,780	22,002,021	20,854	61,278,655	235,693	131,281	76,008	917	208,206	36,612,879	20,046,925	115,080	56,774,884
Apr		209,280	94,847	74,870	159	169,876	24,174,259	18,757,748	13,848	42,945,855	228,090	105,994	74,796	523	181,313	23,846,494	17,608,710	51,802	41,507,006
May		216,287	88,232	64,610	104	152,946	16,370,457	12,910,707	8,326	29,289,490	235,693	95,615	70,775	1,205	167,595	15,988,186	13,802,795	61,625	29,852,606
Jun		209,310	80,422	48,904	63	129,390	11,228,850	6,475,727	5,276	17,709,854	228,090	82,949	46,401	518	129,868	10,504,759	5,746,935	31,013	16,282,707
Jul		206,181	87,842	33,923	68	121,833	11,590,968	3,807,018	5,250	15,403,236	235,693	93,344	30,454	98	123,896	10,692,503	2,856,556	13,623	13,562,683

Year To Date										
2013	Jul	1,602,084	662,003	465,204	21,424	1,148,631	121,866,264	96,674,185	2,589,329	221,129,778
2014	Jul	1,611,836	680,653	473,431	4,663	1,158,747	136,032,914	101,134,414	414,327	237,581,656
2015	Jul	1,468,898	617,955	480,066	811	1,098,832	144,760,809	115,846,428	71,771	260,679,008

1,601,778	641,836	448,028	18,240	1,108,103	114,659,875	91,569,426	1,154,930	207,384,232
1,602,084	662,003	465,204	21,424	1,148,631	121,866,264	96,674,185	2,589,329	221,129,778
1,611,836	680,653	473,431	4,663	1,158,747	136,032,914	101,134,414	414,327	237,581,656

Running 12 Month										
2013	Jul	2,757,387	1,085,756	709,175	46,233	1,841,164	182,496,248	138,682,557	3,551,183	324,729,988
2014	Jul	2,767,904	1,114,108	739,930	23,524	1,877,562	202,445,057	149,795,789	1,311,903	353,552,750
2015	Jul	2,537,751	1,039,439	749,481	1,595	1,790,514	218,681,672	166,029,986	159,289	384,870,947

2,740,517	1,040,960	686,302	26,259	1,753,521	174,415,623	133,467,012	1,739,671	309,622,306
2,757,387	1,085,756	709,175	46,233	1,841,164	182,496,248	138,682,557	3,551,183	324,729,988
2,767,904	1,114,108	739,930	23,524	1,877,562	202,445,057	149,795,789	1,311,903	353,552,750

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Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ
For the Month of July 2015

							2013												2014												2015																						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D										
9489	Chaparral Suites Hotel	Scottsdale, AZ	85250	Nov 1999	Nov 1980	311		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B							
32665	Hotel Indigo Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2007	Jan 1996	126	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	239	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
9113	Joie De Vivre The Saguaro	Scottsdale, AZ	85251	Nov 2011	Jun 1975	194	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
11348	Kimpton FireSky Resort & Spa	Scottsdale, AZ	85251	Jun 2007	Jun 1961	204		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	643	Y	s	s	s	s	B	s	s	s	s	s	s	B	B	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	B	B	B	B	B	B	B	B	B							
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	B	B	B	B	B	B	B	B	B							
10339	Closed - Independent Scottsdale Cottonwoods Resort	Scottsdale, AZ	85253	Aug 2014	Jun 1980	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
11337	Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	34	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
9105	Millennium The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Y	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	B	B	B	B	B	B	B	B	B	B	B						
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	105	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
29610	Closed - Independent Zona Hotel & Suites Scottsdale	Scottsdale, AZ	85255	Aug 2014	Jun 1989	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
35504	Courtyard Scottsdale North	Scottsdale, AZ	85255	Jan 1998	Jan 1998	153		s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s					
26312	Fairmont Scottsdale	Scottsdale, AZ	85255	Oct 1999	Jan 1988	649	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
35503	Springhill Suites Scottsdale North	Scottsdale, AZ	85255	Mar 1999	Feb 1998	121	Y	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s					
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
18806	Closed - Independent Scottsdale Resort & Conference Cen	Scottsdale, AZ	85258	Jul 2015	Jun 1976	0	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B				
18818	Curio Collection Boulders Resort & Spa	Carefree, AZ	85377	Apr 2015	Jun 1985	160		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B																						

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Tab 7 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)* "100"

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

TDC EVENT REVIEW SUMMARY

2015/16 Community Event Funding - \$200,000

			Amount Remaining	\$58,000		
Event	Event Dates	Event Description	Location	Requested Amount	Recommended Amount	Evaluation
Parada Del Sol Parade	February 13, 2016	Parade event celebrating the Western heritage. Horses, floats and entertainment for citizens and visitors. Downtown celebration with music, kids rides and vendors. Even bigger multicultural center. 63rd year	Downtown	\$30,000	\$30,000	Scottsdale history-perfect CE event that embraces the city's "product". They are improving every year
Parada Del Sol Rodeo	Feb 2-28, 2016	3 full rodeo performances, 7 rodeo events in each with top rodeo competitors and stock and bull riding	WW	\$30,000	\$20,000	62 years in Scottsdale-western culture.
Scottsdale Film Festival	Nov 5-9, 2015	5 day film festival to connect diverse film makers. The festival has showcased over 400 films in the past 14 years from over 60 nations to 80,000 attendees. Last year hosted almost 9000 people	Scottsdale Center for the Performing Arts	\$15,000	\$15,000	Attractive event to bring people to Scottsdale. Popular films.
Scottsdale Philharmonic	Oct 4, Nov 22, Feb 21, April 3, & May 22	Concert series held for fundraising activities to benefit the Philharmonic projects which include the youth orchestra, the concerts and canvases project honoring veterans and support art education and therapy programs in a special partnership with the Arizona Art Alliance.	Scottsdale Center for the Performing Arts & Scottsdale Bible Church	\$15,000	\$7,000	Good event, seems to be growing
AZ Fall Championship	Oct 7-11, 2015	Quarter Horse How with most participants coming from out of state. Western Heritage is showcased. Moved from MEAF to CE.	WW	\$15,000	\$10,000	Moved from MEAF to CE. Good attendance and fits criteria
AZ Asian Festival	Dec. 5-6, 2015	2 days of "Asian Treasures". Ethnic costumes, music, dancing, martial arts, food, languages & cultural trends	SCC Mall	\$22,300	\$15,000	Looks like a good event with lots to do. Good time of year. Possible growth in future years
AZ SciTech Festival	October 1, 2015	Joint collaboration of SciTech & AZ Commerce Authority. Innovation Summit exploring the lifecycle of innovation.	SMoCa	\$14,000	\$3,500	Event or conference? Only willing to support 10% of budget
Culinary Festival	April 15-17, 2016	The Scottsdale Culinary Festival will feature a host of events from cooking demonstrations by some of the nation's top chefs, amazing cocktail events, fine dining, and our signature event: The Great AZ Picnic, which has grown into one of the largest outdoor culinary events in the country. Scottsdale Culinary Festival has something for everyone and the best part is the proceeds benefit local art and art education organizations.	SCC Mall	\$30,000	\$15,000	Longest running culinary fest in the nation.
Canal Convergence	Multi dates	Canal Convergence events offer large scale and interactive artworks by local and international artists along with a variety of hands-on activities, live music, and performances on the banks of the Arizona Canal at the Scottsdale Waterfront	Downtown Waterfront	\$30,000	\$7,500	Great free art event. Lots of happenings at the event.
Jewish Film Festival	Feb 14-28, 2016	Celebrating its 20th Anniversary in 2016, the Greater Phoenix Jewish Film Festival has become a very popular annual event in the Valley. A concerted advertising campaign is being developed to increase awareness of the change and to extol the positive aspects of the move.	Harkins Shea	\$5,000	\$4,000	Moving location. Biggest draw in Scottsdale. Upping the marketing
Sun Circuit	Jan 9-17, 2016	The show is the American Quarter Horse Associations largest show. National Snaffle Bit Association, National Reining Horse Association classes are also held at the show as well as a Mounted Shooting and several other specialty classes. 2016 will be Sun Circuit's 43rd annual show.	WW	\$15,000	\$15,000	Moved from MEAF to CE. Good attendance and fits criteria. National show
TOTAL					\$142,000	

2015/16 MEAF - \$225,000

			Amount Remaining	\$165,000		
Event	Event Dates	Event Description	Location	Requested Amount	Recommended Amount	Evaluation
Arabian Horse Show	Feb 12-22, 2015	61st Annual -Largest Arabian horse show in the World that includes competitions, parties, shopping, food & decorated barns. Each year this event draws over 2,400 of the Worlds finest Arabian horses to compete for the coveted "Scottsdale Champion". The years event also. includes more than 300 commercial vendors, creating a shoppers paradise for all.	WW	\$30,000	\$30,000	solid event.
Barrett Jackson	Jan 23-31, 2016	In over 44 years, Barrett-Jackson has grown from a quaint car auction to one of the premier automotive and lifestyle events in the world. The 45th annual Collector Car Auction will be held January 23-31, 2016. At the 2015 event Barrett-Jackson generated \$137 million in sales and had over 350,000 attendees in the week-long event.	WW	\$30,000	\$30,000	Great national exposure
TOTAL					\$60,000	

2015/16 Event Venue Fee Program - \$200,000

			Amount Remaining	\$200,000		
Event	Event Dates	Event Description	Location	Requested Amount	Recommended Amount	Evaluation
Total					\$0	

Scottsdale Hotel/Resort	2014	2015	Difference
Best Western Sundial	54	54	
The Boulders	160	160	
Chaparral Suites	311	312	1
Comfort Suites	60	60	
Country Inn & Suites	162	162	
Courtyard by Marriott (Mayo)	153	124	-29
Courtyard by Marriott (Old Town)	180	180	
Days Inn & Suites Scottsdale	100	107	7
The Days Hotel Scottsdale	211	211	
Extended Stay America	121	121	
Homestead Suites	122	120	-2
Extended Stay America Scottsdale	106	106	
Fairmont Scottsdale Princess	649	649	
FireSky Resort & Spa	204	204	
Four Seasons Resort	210	210	
Gainey Suites	162	162	
Hampton Inn Scottsdale	130	130	
Hilton Garden Inn (Old Town)	199	199	
Hilton Garden Inn (Perimeter Ctr.)	122	122	
Holiday Inn Express	169	169	
Holiday Inn Express North	122	122	
Holiday Inn & Suites (N. Airpark)	117	117	
Homewood Suites by Hilton	114	114	
Hotel Indigo Scottsdale	126	126	
Hotel Valley Ho	234	243	9
Howard Johnson Scottsdale	65	65	
Hyatt House Hotel	164	164	
Hyatt Place (Old Town)	127	127	
Hyatt Regency Scottsdale	493	493	
La Quinta Inn & Suites	140	140	
Magnuson Hotel Papago Inn	58	58	
Marriott at McDowell Mountain	266	266	
Marriott TownePlace	130	130	
Millennium Scottsdale Resort & Villas	150	125	-25
Motel 6	122	122	
Residence Inn Scottsdale North	120	120	
Residence Inn Scottsdale/PV	122	122	
Saguaro Hotel	194	194	
Scottsdale Hilton Resort & Villa	235	235	
Scottsdale Links Resort	230	217	-13
Scottsdale Marriott Suites	243	243	
Scottsdale Resort & Conference Ctr.	326	326	
Scottsdale Thunderbird Suites	120	120	
Sheraton's Desert Oasis	300	300	
Three Palms Hotel	119	137	18
Travelodge Scottsdale 5th Ave.	92	92	
W Hotel	230	230	
Zona -CLOSED	431	0	-431
	8775	8310	465